



State of California
Employment Training Panel

Training Proposal for:

Wolfe Video, L.L.C.

Agreement Type: \$75,000 or Less

Agreement Number: ET09-0287

Panel Meeting of: **October 17, 2008**

ETP Regional Office: **San Francisco Bay Area**

Analyst: T. Teles

CONTRACTOR:

- Type of Industry: Manufacturing:
Priority Industry: ☒ Yes ☐ No
- Contractor's # of Full-Time Employees
 - California: 13
 - Worldwide: 13
 - Number to be trained: 20
- Manager/Supervisor: 10%
- Turnover Rate: 8%
- Repeat Contractor: ☐ Yes ☒ No
- Substantial Contribution: ☐ Yes ☒ No

CONTRACT:

- Training Project Profile: Priority/Retrainee
- ETP Funding Amount: \$53,560
- In Kind Contribution: \$30,000
- Average Cost per Trainee: \$2,678
- Post Retention Wage: \$14.02
- Health Benefits: \$2.02 per hour
- Occupations to be Trained: Managers, Support Staff, Technical Staff, Production Staff

- Training Menu:

<input checked="" type="checkbox"/> Business skills	<input type="checkbox"/> Literacy skills
<input type="checkbox"/> Commercial skills	<input type="checkbox"/> Management skills
<input checked="" type="checkbox"/> Computer skills	<input checked="" type="checkbox"/> Manufacturing skills
<input checked="" type="checkbox"/> Cont. Improvement	<input type="checkbox"/> Other:
- Advanced Technology: ☐ Yes ☒ No
- Range of Hours: 24-200 Weighted Average: 103
- Multiple Job Numbers: ☐ Yes ☒ No
- County(ies) Served: Santa Clara
- Union Representation: ☐ Yes ☒ No
- Subcontractor: Sallyanne Monti of San Francisco will provide Administrative services for an amount not to exceed 13% of the earned amount.
- Third Party Services: Sallyanne Monti also assisted with the development of the project for a flat fee of \$2,000.

INTRODUCTION

Wolfe Video, L.L.C. (Wolfe Video) is a woman owned company founded in 1985 as a distributor of film, video, and media products to the gay and lesbian market. The company has expanded the operations to include reproduction, design, cover art, and assembly of finished goods. Customers include domestic and international manufacturers of digital reproduction medium, such as Sony and Dell; as well as distributors, retail outlets, and end users such as Blockbuster and Amazon. Wolfe Video is eligible for retraining as a company having out-of-state competition by providing services to customers located both inside and outside of California.

The company provides full service custom design, licensing, and contract manufacturing services that include reproduction, assembly, packaging, warehousing, and distribution. Company representatives state the industry is changing due to the availability of internet mail order, such as NetFlix, which has changed the way the public buys and rents media. Other changes in the industry include video on demand provided by cable companies that allow the customer to have movies available in their homes at a push of a button. The newest technology is Blu-Ray/High Definition for video and data storage which will require upgrades to the company's processes, equipment, and employee skills. In order to remain competitive, the company must adopt new technologies and respond to the changes in customer viewing habits and choices. Although the company has established a niche in the gay and lesbian community, it needs to reach a wider audience, find new or expand existing distribution, and must keep up with technological changes. To accomplish this, the company will train 11 employees and 9 new-hires in business skills, computer skills, continuous improvement, and manufacturing skills.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal.